

## Description of the study programme – outline<sup>1</sup>

<b>Name of the higher education institution</b>	University of Economics in Bratislava	
<b>Address of the higher education institution</b>	Bratislava, Dolnozemska cesta 1	
<b>Identification number of the higher education institution</b>	00399957	
<b>Name of the faculty</b>	Obchodná fakulta	
<b>Address of the faculty</b>	Bratislava, Dolnozemska cesta 1	
<b>Institution body for approving the study programme</b>	Quality Assessment Committee at the EU in Bratislava	
<b>Date of the study programme approval or the study programme modification</b>	10. 01. 2022	
<b>Reference to the results of the latest periodic review of the study programme by the institution</b>	vlozte odkaz	
<b>Reference to the assessment report of the application for accreditation of the study programme under § 30 of Act no. 269/2018 Coll.</b> (It is stated only if the accreditation of the study programme has been granted according to § 30 of Act no. 269/2018 Coll.)	vlozte odkaz	
<b>1. Basic information about the study programme</b>		
<b>Name of the study program and its number according to the register of study programmes</b>	Marketing and trade management 184006	
<b>Degree of higher education and ISCED-F education degree code<sup>2</sup></b>	second - 767	
<b>Place(s) of delivery of the study programme</b>	Bratislava	
<b>Name and number of the field of study in which higher education is obtained by completing the study programme, or a combination of two fields of study in which higher education is obtained by completing the study programme, ISCED-F codes of the field/fields</b>	8 - Economics and management  0311 - Economics 0414 - Marketing and advertising 0413 - Management and administration 0416 - Wholesales and retail	

<sup>1</sup> The Faculty compiles a description of the study programme as an annex to the application for change of the study programme.

- When submitting an application pursuant to § 30 (1) of Act no. 269/2018 Coll. the higher education institution states in the description only the data available at the time of application.
- Once the accreditation (or the internal approval of the study programme by the institution programme approval authority with the right to design programmes within the given field and degree) has been granted, the institution permanently makes the description available to the stakeholders of the study programme.
- The institution may choose the form of processing, visualization, and publication of the description, suitable for students, teachers and another users.
- In individual parts of the description, the institution may refer to another internal document that sufficiently describes the relevant area and is publicly available.
- In individual parts of the description, the institution may refer to a place in the information system which contains the relevant up-to-date information.
- The institution ensures that the description is up-to-date (if the change in the description is in the nature of a modification of the study programme and the change is made in accordance with § 30 (9) of Act No. 269/2018 Coll., the institution makes the change and publishes it only after approval by the Agency).

<sup>2</sup> Code 768 is used in the case of study programs with the degree of "master" and the possibility to take a rigorous examination

<b>Type of the study programme</b>		academically oriented
<b>Awarded academic degree</b>		engineer ("Ing.")
<b>Form of study</b>		daily
<b>In the case of joint study programmes, cooperating institutions and the range of study obligations the student fulfills at each of the given institutions</b> (§ 54a of the Act on Higher Education Institutions).	uved'te spolupracujúce vysoké školy uved'te študijné povinnosti na tej ktorej vysokej škole (v anglickom jazyku)	
<b>Language or languages in which the study programme is delivered<sup>3</sup></b>		English
<b>Standard length of the study expressed in academic years</b>		2 years
<b>Capacity of the study programme</b> (planned number of students)	15	
<b>The actual number of applicants</b>	due to the ongoing pandemic, study programme did not open	
<b>The actual number of students</b>	due to the ongoing pandemic, study programme did not open	
<b>2. Graduate profile and learning objectives<sup>4</sup></b>		
<b>Graduate profile</b>	<p>Graduates of the marketing and sales management degree program will acquire professional competencies in the design, performance and management of processes, tools, operations and systems that can diagnose, analyze, plan, implement and control at all levels of marketing and sales management. Graduates will gain knowledge of managerial decision-making in marketing and business in terms of strategic aspects and management of individual marketing mix tools, internal business processes and tools and their adaptation to customers and the dynamics of the marketing environment with a view to achieving a sustainable competitive advantage. They will gain knowledge about the creation and ways of providing value to customers, the creation of marketing networks and customer relationships, and approaches to building an employer brand in relation to market developments. They will gain knowledge about innovative approaches to management tools, operations and processes. At the same time, they can analyze and implement big data based on modern management information systems and information and communication technologies in business and marketing. They also understand the latest social trends and their importance for the implementation of marketing tools and processes and the performance of managerial functions in the field of marketing and business on the platform of sustainable development and social responsibility in the activities of companies.</p> <p>Graduates of the study program will find employment in companies in all branches of industry and trade, non-profit organizations and marketing services companies, which include advertising and communication agencies, marketing research agencies, digital marketing agencies and / or consulting</p>	

<sup>3</sup> It means the languages in which all learning outcomes are achieved and all related courses of the study programme as well as the state examinations are carried out. The institution independently provides information on the possibility of partial study parts/courses in other languages in part 4 of the description.

<sup>4</sup> Learning objectives are achieved in the study programme through measurable learning outcomes in individual parts (modules, subjects) of the study programme corresponding to the relevant level of the Qualifications Framework in the European Higher Education Area

	<p>companies. They will serve in such positions as Marketing Manager, Business and Industry Development Manager, Business and Industry Project Manager, Business and Industry Analyst, Information and Communication Manager, Business Execution Manager, Strategic Purchaser, Planning Manager and strategy, change manager, marketing communication, digital marketing and social media manager, information systems manager in marketing, customer care manager, employee education and development manager, management auditor, marketing and trade, controller in the field of management, marketing and trade and consultant in senior positions.</p>
<p><b>Learning objectives</b> (student's abilities at the time of completion of the programme and the main learning outcomes)</p>	<p>Goals:</p> <ol style="list-style-type: none"> <li>1. Ability to demonstrate advanced knowledge in the relevant field in accordance with the professional, legal and ethical framework of business disciplines.</li> <li>2. Ability to present the acquired knowledge at a professional level.</li> <li>3. Ability to analyze and critically evaluate the knowledge gained, identify problems and propose solutions.</li> <li>4. Ability to apply interdisciplinary knowledge.</li> </ol> <p>Outputs:</p> <ol style="list-style-type: none"> <li>1. 1 Knowledge and skills for comprehensive solutions to situations and problems in the field.</li> <li>1. 2 Management of information from interdisciplinary fields.</li> <li>2.1 Written presentation, power-point presentation and use of ICT.</li> <li>2. 2 Oral presentation to professional and lay audiences.</li> <li>3.1 Application of methods of qualitative and quantitative analysis, structuring of problems and formulation of proposals.</li> <li>3.2 Critical assessment of existing solutions, ability of self-criticism.</li> <li>4.1 Application of knowledge and methods of related scientific disciplines.</li> <li>4.2 Application of generic knowledge suitable for work in the field.</li> </ol>
<p><b>The professions for which the graduate is prepared at the time of completion and the potential of the study programme from the point of view of graduate's employability</b></p>	<p>The study program prepares graduates who will work as managers (administrators) of administrative, support and business activities (code 12 ISCO 08), especially in the field of trade and marketing and as managers (managers) in wholesale and retail (code 142 ISCO 008 ). They will apply to top management positions in the business sector. The learning outcomes and qualifications obtained by completing this study program meet sector-specific professional expectations for the performance of the following professions in particular:</p> <ul style="list-style-type: none"> <li>1211005 Pricing manager</li> <li>1221001 Business Manager (Sales Director)</li> <li>1221002 Marketing manager</li> <li>1221003 Market research manager</li> <li>1222001 Advertising manager</li> <li>1222002 Customer care manager</li> <li>1222003 Public Relations Officer</li> <li>1324008 Manager in logistics</li> <li>1420001 Wholesale manager</li> <li>1420002 Retail Operations Manager</li> </ul>

	<p>At the same time, job positions were indicated by potential employers, which were created on the basis of the needs of practice and in which graduates of this study program (not included in the national system of occupations) will apply:</p> <ul style="list-style-type: none"> <li>-management for business and industry development</li> <li>-project manager for trade and industry</li> <li>-Chief Analyst for Trade and Industry</li> <li>-management and communication manager</li> <li>-management execution manager</li> <li>-strategic buyer</li> <li>-management and strategy manager</li> <li>-Change manager</li> <li>-standard in the field of marketing communication, digital marketing and social media</li> <li>-controller in information systems in marketing</li> <li>-managing officer for staff training and development</li> <li>-auditor in the field of management, marketing and business</li> <li>-controller in the field of management, marketing and trade</li> <li>-Senior consultant for management and marketing consulting.</li> </ul>
<b>Relevant external stakeholders<sup>5</sup></b>	
<b>3. Employability</b>	
<b>Evaluation of the study programme graduates employability</b>	For the purposes of evaluating the applicability of graduates of the study program, the statements of the graduates' employers are obtained. In their statements, employers declare a positive evaluation of the applicability of graduates of the study program reflecting the requirements of practice. Statements of opinions on the applicability of graduates of the submitted study program are attached to this application in the evaluation of the quality of the study program by employers.
<b>If applicable, indicate the successful graduates of the study programme</b>	
<b>Evaluation of the study programme quality by employers (feedback)</b>	For the purposes of evaluating the quality of the study program, the statements of the graduates' employers are obtained. In their statements, employers declare a positive evaluation of the quality of the study program, reflecting the requirements of practice. Opinions on the quality of the submitted study program are attached to this application.
<b>4. Structure and content of the study programme<sup>6</sup></b>	

<sup>5</sup> In the case of regulated professions in accordance with the requirements for the acquisition of professional competence pursuant to a special regulation

<sup>6</sup> Selected characteristics of the content of the study programme can be stated directly in the Course information sheets or supplemented by the information of the Course information sheets

<b>The rules for the design of study plans within the study programme</b>	<a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a> IS 1/2021 Zásady tvorby odporúčaných študijných plánov	
<b>The recommended study plans for individual study paths<sup>7 8</sup></b>	It is attached to the application	
<b>The number of credits, the achievement of which is a condition for proper completion of studies other requirements that the student must meet within the study programme and for its proper completion, including the requirements for state examinations, rules for re-study and rules for the extension, interruption of study.</b>	120	
<b>The requirements for completing the individual parts of the study programme and the student's progress within the study programme</b>		
<b>Number of credits for compulsory courses required for proper completion of studies/completion of a part of studies</b>	86	
<b>Number of credits for compulsory optional courses required for the proper completion of studies/completion of a part of studies</b>	7	
<b>Number of credits for optional courses required for the proper completion of studies/completion of a part of studies</b>	7	
<b>Number of credits for the final thesis and the defense of the final thesis required for the proper completion of studies</b>	10 + 10 (state exam)	

<sup>7</sup> In accordance with Decree no. 614/2002 Coll. on the study credit system and Act no. 131/2002 Coll. on Higher Education Institutions and on Amendments to Certain Acts

<sup>8</sup> The study plan generally states:

- individual parts of the study programme (modules, courses, and other relevant school and extracurricular activities, if they contribute to the achievement of the required learning outcomes and allow to obtain credits) in the structure of compulsory, compulsory optional and optional courses,
- **profile courses** of the relevant study path (specialization) within the study programme,
- for each learning part/course the learning outcomes, related criteria and rules of their assessment so that the learning objectives of the study programme are met (they can be stated only in the Course information sheets, in the Learning outcomes section and in the Course completion requirements),
- prerequisites, co-requisites and recommendations for the design of the study plan,
- for each learning part of the study plan/course the applied educational activities (lecture, seminar, exercise, final work, project work, laboratory work, internship, excursion, field practice, professional practice, state exam, etc. or their combinations) suitable for achieving learning outcomes,
- methods by which the educational activity is delivered – present, distant, combined (in accordance with the Course information sheets),
- outline/syllabus of the course (during the assessment, teachers responsible for the course will allow the working group access to the study materials of the course and the content of individual educational activities),
- student workload ("extent" of individual courses and educational activities separately) (it is recommended indicating the workload of contact and non-contact teaching in accordance with the ECTS Users' Guide 2015,
- credits allocated to each part based on the learning outcomes achieved and the workload involved,
- the person responsible for the course (or a partner organization/person) with an indication of the contact details (E.g. when providing the professional practice or other educational activities carried out outside the university),
- course teachers (or participating partner organizations/persons) (may also be mentioned in Course information sheets),
- places where the courses are taught (if the study programme is delivered at several workplaces).

<b>Number of credits for professional practice required for the proper completion of studies/completion of a part of studies</b>	0
<b>The rules for verification of learning outcomes, students assessment and the possibilities of appealing against the assessment</b>	<a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a>
<b>The topics of final theses of the study programme</b>	It is attached to the application
<b>Rules for the assignment, processing, opposition, defense and evaluation of final theses in the study programme</b>	<a href="https://euba.sk/www_write/files/SK/studenti/zaver-ecne-prace/2020/interna_smernica_c.112019_o_zaver-ecnych_rigoroznych_a_habilitacnych_pracach.pdf">https://euba.sk/www_write/files/SK/studenti/zaver-ecne-prace/2020/interna_smernica_c.112019_o_zaver-ecnych_rigoroznych_a_habilitacnych_pracach.pdf</a>
<b>Rules for adherence to academic ethics and rules for drawing consequences</b>	<a href="https://euba.sk/univerzita/eticky-kodex">https://euba.sk/univerzita/eticky-kodex</a> <a href="https://euba.sk/univerzita/eticky-manazment#ocenenia">https://euba.sk/univerzita/eticky-manazment#ocenenia</a> <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf</a>
<b>Procedures for filing complaints and appeals by students</b>	Study Regulations of the University of Economics, Article 18 <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a> Disciplinary Code of the University of Economics Article 7 <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf</a> Code of Ethics of the University of Economics Article 6 <a href="https://euba.sk/univerzita/eticky-kodex">https://euba.sk/univerzita/eticky-kodex</a>
<b>5. Course information sheets of the study programme<sup>9</sup></b>	
<b>Course information sheets of the study programme</b>	It is attached to the application
<b>6. Persons responsible for the study programme</b>	
<b>A person responsible for the delivery, development, and quality of the study programme<sup>10</sup></b>	prof. Ing. Eva Hanuláková, tituly za menom Professor department of marketing eva.hanulakova@euba.sk +421 2 67291 1558
<b>List of persons responsible for the profile courses of the study programme with the assignment to the course</b>	
<b>Profil course 1</b>	Marketing management Marketingový manažment prof. Ing. Eva Hanuláková, PhD. Professor department of marketing eva.hanulakova@euba.sk +421 2 67291 1558

<sup>9</sup> According to decree no. 614/2002 Coll.

<sup>10</sup> A person responsible for the study program is also a person responsible for on of the profile courses

	<a href="https://www.portalvs.sk/regzam/detail/276">https://www.portalvs.sk/regzam/detail/276</a>
<b>Profil course 2</b>	Distribution management Distribučný manažment prof. Ing. meno Ferdinand Daňo, PhD. Professor department of marketing ferdinand.dano@euba.sk + 421 2 6729 5364 <a href="https://www.portalvs.sk/regzam/detail/262">https://www.portalvs.sk/regzam/detail/262</a>
<b>Profil course 3</b>	Digital marketing Digitálny marketing doc. Ing. Peter Drábik, PhD. MSc. Assoc. professor department of marketing peter.drabik@euba.sk + 421 2 67291 589 <a href="https://www.portalvs.sk/regzam/detail/292">https://www.portalvs.sk/regzam/detail/292</a>
<b>Profil course 4</b>	Managerial decision making in marketing Manažérske rozhodovanie v marketingu doc. Ing. Eduard Baumöhl, PhD. , Assoc. professor. department of marketing eduard.baumohl@euba.sk + 421 2 67291 552 <a href="https://www.portalvas.sk/regzam/detail/682">https://www.portalvas.sk/regzam/detail/682</a>
<b>Profil course 5</b>	Innovative product management Inovačné produktové manažérstvo doc. Ing. Naqibullah Daneshjo, PhD. Professor department of marketing naqibullah.daneshjo@euba.sk +421 2 67291 561 <a href="https://www.portalvs.sk/regzam/detail/2399">https://www.portalvs.sk/regzam/detail/2399</a>
<b>The research/teacher profiles of persons responsible for the profile courses<sup>11</sup></b>	
prof. Ing. Eva Hanuláková, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EdINKNdsrp1ltEP9hzRo57MB99mzO_APaa31fa6FtpngGw?e=Y1fe5Q">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EdINKNdsrp1ltEP9hzRo57MB99mzO_APaa31fa6FtpngGw?e=Y1fe5Q</a>
prof. Ing. Ferdinand Daňo, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EcqZFyDNBINjiOWNKUN5HMgB0T1ki0F_7Uf14sbeqExFiA?e=fjtFff">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EcqZFyDNBINjiOWNKUN5HMgB0T1ki0F_7Uf14sbeqExFiA?e=fjtFff</a>
doc. Ing. Peter Drábik, PhD. MSc.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EfB2kPx6foZEnBqHiTJa5VIBvlJmrtlpTR8qFlxTOCvGpw?e=Vf5ho3">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EfB2kPx6foZEnBqHiTJa5VIBvlJmrtlpTR8qFlxTOCvGpw?e=Vf5ho3</a>
doc. Ing. Eduard Baumöhl, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EV4iuPwQgOVKIKN2A3KxxTkBsrcEI_JsmCBm5PEG8EzQVQ?e=RCZmTJ">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EV4iuPwQgOVKIKN2A3KxxTkBsrcEI_JsmCBm5PEG8EzQVQ?e=RCZmTJ</a>
doc. Ing. Naqibullah Daneshjo, PhD.	<a href="https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EWMqy_0sACRCvR-ff7l-">https://eubask.sharepoint.com/:b:/s/AkreditciaOF/EWMqy_0sACRCvR-ff7l-</a>

<sup>11</sup> Research/teacher profil according to the requirements of SAAVŠ

	6eYBdNtof9u5_wRconiXsp_Hsw ?e=DuEg8l
<b>List of teachers of the study programme<sup>12</sup></b>	Zoznam_učiteľov_SP_2MOM_A J
<b>List of the supervisors of final theses<sup>13</sup></b>	Zoznam_školiteľov_SP_2MOM_ AJ
<b>The research/teacher profiles of the supervisors of final theses<sup>14</sup></b>	It is attached to the application
<b>Student representatives representing the interests of students of the study programme</b>	
Bc. Filip Žiak 1st daily	fziak1@student.euba.sk
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
meno priezvisko rok štúdia forma štúdia (daily/external)	mailová adresa
<b>Study advisor of the study programme</b>	
Zuzana Francová Ing. PhD. dekanát OF vzdelavanie.of@euba.sk	https://of.euba.sk/fakulta/orga ny-fakulty/vedenie-fakulty https://of.euba.sk/katedry/kate dra-marketingu/clenovia- katedry/francova-zuzana
<b>Other supporting staff of the study programme</b>	
<b>Study officer</b>	Zora Szakalová Ing. zora.szakalova@euba.sk
<b>Study officer</b>	Jana Hatarová Ing. jana.hatarova@euba.sk
<b>Study officer</b>	meno priezvisko tituly mailová adresa
<b>Accommodation officer</b>	Jozef Orgonáš doc. Ing. PhD. jozef.orgonas@euba.sk Filip Žiak, fziak1@student.euba.sk
<b>Social Affairs officer</b>	Jana Styková Ing. jana.stykova@euba.sk
<b>Carrier councilor (if any)</b>	Jozef Orgonáš doc. Ing. PhD. MBA jozef.orgonas@euba.sk
<b>Other administration staff (if any)</b>	Dominika Vernerová Ing. dominika.vernerova@euba.sk Andrea Hlavenová Ing. andrea.hlavenova@euba.sk
<b>7. Spatial, material, and technical provision of the study programme and support</b>	
<b>Characteristics and extent of distance education applied in the study programme with the assignment to courses</b>	It applies to all subjects, as appropriate (eg pandemic).
<b>Access, manuals of e-learning portals</b>	<a href="https://euba.sk/student/e-learning">https://euba.sk/student/e-learning</a> <a href="https://helpdesk.euba.sk/kb/faq.php?id=3">https://helpdesk.euba.sk/kb/faq.php?id=3</a>
<b>Institution partners in providing educational activities for the study programme and the characteristics of their participation</b>	After assessment by the guarantor of the course, it is possible to use guest lecturers from professional workplaces. On the basis of signed memoranda, problem-oriented assignments of term papers are permitted.

<sup>12</sup> The list contains the name of the teacher (in the form of name and surname, titles before name, titles after name), department, e-mail address, subject, link to the Central Register of University Staff

<sup>13</sup> The list contains the name of the teacher (in the form of name and surname, titles before name, titles after name), department, e-mail address, current topics of final theses according to degrees of study for the last two academic years, including the current academic year

<sup>14</sup> Research/teacher profil according to the requirements of SAAVŠ



<b>8. Required abilities and admission requirements for the study programme applicants</b>	
<b>Required abilities and necessary admission requirements</b>	Principles of the admission procedure for the 1st and 2nd degree of study at the Faculty of Business of the University of Economics in Bratislava for the academic year 2022/2023
<b>Admission procedures</b>	Principles of the admission procedure for the 1st and 2nd degree of study at the Faculty of Business of the University of Economics in Bratislava for the academic year 2022/2023 <a href="https://of.euba.sk/www_write/files/fakulta/dokumenty-spravy/vnutorne-predpisy/2021-zasady-prijimackonania-na-of-2022-2023.pdf">https://of.euba.sk/www_write/files/fakulta/dokumenty-spravy/vnutorne-predpisy/2021-zasady-prijimackonania-na-of-2022-2023.pdf</a>
<b>Results of the admission process over the last period</b>	
<b>9. Feedback on the quality of provided education</b>	
<b>Procedures for monitoring and evaluating students' opinions on the study programme quality</b>	<p>The process of monitoring and evaluating the quality of the study program is carried out on the basis of internal guideline No. 2/2011 Monitoring and quality evaluation at the University of Economics in Bratislava.</p> <p>They are mainly used for monitoring and evaluating the quality of EU activities in Bratislava these methods:</p> <p>a) a survey of the views of relevant target groups, b) control of the pedagogical process in the form of observations, c) evaluation of subjects, d) evaluation of study programs.</p> <p>Control and monitoring of the pedagogical process in the form of observations is carried out during the current semester. Based on the summary report, measures are taken at the level of individual departments and at the level of the faculty.</p> <p>Students evaluate the subjects within the survey of students' opinions on the subject and the teacher carried out once a semester through the EU information system in Bratislava. Based on the final report, measures are taken at the level of individual departments and at the level of the faculty.</p> <p>The sources of information on the employment of graduates are mainly:</p> <p>(a) a survey of graduates' opinions / graduate surveys conducted six months after graduation, b) a regular survey of potential employers conducted by the EU in Bratislava</p>

	<p>or faculties, (c) information from external sources.</p> <p><a href="https://of.euba.sk/studium/hodnotenie-kvality">https://of.euba.sk/studium/hodnotenie-kvality</a></p> <p><a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2021/2021_pravidla_pre_vnutorny_system_-_euba.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2021/2021_pravidla_pre_vnutorny_system_-_euba.pdf</a></p> <p><a href="https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf">https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf</a></p>
<p><b>Results of student feedback and related measures to improve the study programme quality</b></p>	<p>The evaluation of subjects taught within the study program International Business Management by students after the end of the semester (after the exam period) reaches a high value in the long run. On a scale of 1.00 - the best rating up to 5.00 - the weakest rating up to 80% of teachers providing the study program in lectures and seminars have a rating of up to 2.00 with a standard high rating in the quality of the teaching process and expertise in the topics of the subject.</p> <p>The key comments and recommendations of the students for the teaching process included, in particular, recommendations in the area of the teacher's approach, availability of literature, resp. general organization of lectures and seminars (availability of materials in electronic form, scoring, etc.). The biggest weakness of the last period was considered by the students to be the online form of the teaching process, where there is a very limited social bond with classmates and interaction in seminars.</p> <p>Substantive comments on the subjects within the study program were aimed at eliminating duplication between subjects, even greater practical use of subject content, strengthening external lecturers (lecturers from practice), better comprehensibility of some subjects, the requirement to acquire better analytical and critical thinking, but as well as the use of calculations and analytical procedures. Students suggest shorter seminar papers in the semesters when they write a thesis. Several students also pointed to a possible increase in the complexity of the subjects under the conditions of use and applicability of the outputs. In the field of study materials, students require relevant and as up-to-date as possible literature on the subject.</p> <p>Measures implemented on the basis of students' suggestions:</p> <ul style="list-style-type: none"> <li>• The head of the department ensures more intensive communication between the individual guarantors of</li> </ul>

	<p>the course regarding possible duplication, better presentation of the course content, its use and place in the concept of the study program,</p> <ul style="list-style-type: none"> <li>• Suggestions from economic practice reflected in the syllabi of the subject, active participation of external lecturers in lectures and seminars,</li> <li>• Verification by teachers during lectures and seminars that students understand the interpretation, providing feedback through active questioning, giving examples and simplifying the initial interpretation,</li> <li>• More frequent use of problem-oriented assignments / tasks in lectures and seminars,</li> <li>• Emphasis on the inclusion of textbooks and scripts (or monographs) in the edition plan for 2022 and 2023</li> <li>• Description of the acquired experience and skills, competencies of the student as well as the means to acquire them (in the first lecture).</li> </ul>
<p><b>Results of graduate feedback and related measures to improve the study programme quality.</b></p>	<p>Previous study programs were permanently evaluated in the form of a survey of graduates' opinions after graduation by requesting recommendations regarding the conditions and quality of the provided subjects.</p> <p>present aggregated concrete results. Heads of departments have data in AiS (according to department members and subjects).</p> <p>The sources of information on the employment of graduates are mainly:</p> <p>(a) a survey of graduates' opinions / graduate surveys conducted six months after graduation,</p> <p>b) a regular survey of potential employers conducted by the EU in Bratislava or faculties,</p> <p>(c) information from external sources.</p> <p><a href="https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf">https://euba.sk/www_write/files/SK/docs/interne-smernice/2011/interna_smernica_2.pdf</a>  <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2021/2021_pravidla_pre_vnutorny_system_-_euba.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2021/2021_pravidla_pre_vnutorny_system_-_euba.pdf</a></p>
<p><b>10. References to other relevant internal regulations and information concerning the study or the study programme student</b></p>	
<p><b>Academic regulations</b></p>	<p><a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2017/2017_studijny_poriadok.pdf</a></p>
<p><b>Scholarship regulations</b></p>	<p><a href="https://euba.sk/student/legislativa/stipendia">https://euba.sk/student/legislativa/stipendia</a></p>
<p><b>Disciplinary rules and rules of procedure of the disciplinary board</b></p>	<p><a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_disciplinarny_poriadok.pdf</a>  <a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_rokovaci_poriadok_disciplinarne_j_komisie.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/2016_rokovaci_poriadok_disciplinarne_j_komisie.pdf</a></p>

<b>Study guide</b>	<a href="https://euba.sk/student/navody-a-sprievodcovia-studiom">https://euba.sk/student/navody-a-sprievodcovia-studiom</a>
<b>Doctoral Study - Legislation</b>	<a href="https://euba.sk/veda-vyskum/doktorandske-studium/legislativa-a-predpisy">https://euba.sk/veda-vyskum/doktorandske-studium/legislativa-a-predpisy</a>
<b>Accessible academic environment for students with special needs</b>	<a href="https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/interna-smernica-c-8-2016.pdf">https://euba.sk/www_write/files/SK/docs/vnutorne-predpisy/2016/interna-smernica-c-8-2016.pdf</a>
<b>Fees related to the study</b>	<a href="https://euba.sk/student/legislativa/poplatky-spojene-so-studiom">https://euba.sk/student/legislativa/poplatky-spojene-so-studiom</a>
<b>Student loans</b>	<a href="https://euba.sk/student/studentska-pozicka">https://euba.sk/student/studentska-pozicka</a>
<b>Job offers</b>	<a href="https://kariera.euba.sk/">https://kariera.euba.sk/</a>
<b>Eating</b>	<a href="https://euba.sk/sluzby/stravovanie">https://euba.sk/sluzby/stravovanie</a>
<b>Accommodation</b>	<a href="https://euba.sk/student/informacie-pre-studentov/ubytovanie">https://euba.sk/student/informacie-pre-studentov/ubytovanie</a>
<b>Sports activities</b>	<a href="https://euba.sk/student/informacie-pre-studentov/sport">https://euba.sk/student/informacie-pre-studentov/sport</a>
<b>Anti-Drugs and counseling services</b>	<a href="https://euba.sk/student/informacie-pre-studentov/centrum-protidrogovych-a-poradenskych-sluzieb">https://euba.sk/student/informacie-pre-studentov/centrum-protidrogovych-a-poradenskych-sluzieb</a>
<b>Student organisations</b>	<a href="https://euba.sk/student">https://euba.sk/student</a>
<b>Student card</b>	<a href="https://euba.sk/student/preukaz-studenta-isic">https://euba.sk/student/preukaz-studenta-isic</a>
<b>Informations for applicants</b>	<a href="https://euba.sk/uchadzac">https://euba.sk/uchadzac</a>
<b>Alumni Klub</b>	<a href="https://alumni.euba.sk/">https://alumni.euba.sk/</a>
<b>Ethical management and code of ethics</b>	<a href="https://euba.sk/univerzita/eticky-manazment#ocenenia">https://euba.sk/univerzita/eticky-manazment#ocenenia</a>
<b>Quality policy</b>	<a href="https://euba.sk/univerzita/organizacna-struktura-a-pracoviska/utvary-riadene-prorektorom-pre-manazovanie-akademickych-projektov/centrum-na-zabezpecenie-a-podporu-kvality">https://euba.sk/univerzita/organizacna-struktura-a-pracoviska/utvary-riadene-prorektorom-pre-manazovanie-akademickych-projektov/centrum-na-zabezpecenie-a-podporu-kvality</a>
<b>Sustainable development</b>	<a href="https://euba.sk/univerzita/plan-udrzatelneho-rozvoja">https://euba.sk/univerzita/plan-udrzatelneho-rozvoja</a>
<b>Student scientific and professional activity</b>	<a href="https://euba.sk/veda-vyskum/aktualne-informacie/svoc">https://euba.sk/veda-vyskum/aktualne-informacie/svoc</a>
<b>Others according to individual faculties</b>	uviesť odkazy